



A STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOUR WITH REFERENCE TO AMRAVATI CITY

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Abstract—

Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This study has described various forms of digital marketing & its impact on consumer perception. The examined sample consists of one hundred respondents randomly selected to analyze role of digital marketing & its impact on consumer perception. Collected data has been analyzed with the help of various statistical tools and techniques.

Keywords—Consumer Behaviour, Digital Marketing, Social Media Marketing, Consumer Perception

INTRODUCTION TO DIGITAL AND SOCIAL MEDIA MARKETING

Social media, which relates to the sharing of information, experiences, and perspectives throughout community-oriented websites, is becoming increasingly significant in our online world. Thanks to social media, the geographic walls that divide individuals are crumbling, and new online communities are emerging and growing. Some examples of social media include blogs, forums, message boards, picture- and video-sharing sites, user-generated sites, wikis, and podcasts. Each of these tools helps facilitate communication about ideas that users are passionate about, and connects like-minded individuals throughout the world.

Social media marketing involves promoting your content and engaging with your target consumers on **social media** channels like Facebook, Instagram, LinkedIn, and Pinterest. This tactic is used in **digital marketing** to help businesses increase brand awareness, generate more leads, and improve customer engagement.

Today, information is more easily accessible online, and more significantly, that information is a lot easier to find. Generations are becoming increasingly digital-savvy. Text messaging and web activity are becoming second nature (and are claiming addicts on a daily basis). If a consumer is seeking out information about a particular product, she/he won't necessarily sit down with a cup of coffee and read her/his favorite magazine to find information about the product; she/he is more likely to turn on her/his computer and look for reviews and endorsements from other individuals just like her/him. Social media marketing is a promising evolving technology with much potential, and there are certain advantages of it against traditional marketing strategies.

These include:

Social media marketing facilitates natural discovery of new content: Content crafted properly can be exposed to hundreds of new website visitors, from the casual surfer to the extreme enthusiast, in a very spontaneous fashion. Unlike paid advertising, which is forced upon web surfers, social media lets visitors view content that is not necessarily associated with commercial intent. Content can reach thousands of new eyeballs quickly without interfering with traditional marketing.

Social media marketing boosts traffic numbers: Traffic comes to websites from sources other than search engines, and many of those sources include social media sites. Once marketer established himself as a community participant worth following, people will be interested in what they have to share and will likely pass relevant your blog posts, videos, or articles onto their peers.

Social media marketing builds strong relationships: If an organization/marketer genuinely paying attention to members of the communities that are part of their marketing message (or not even associated at all), they can build strong relationships when they take the time to respond to concerns or feedback.

Introduction TO CONSUMER BEHAVIOUR

Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioral responses that precede or follow these activities. Consumer behavior emerged in the 1940s and 50s as a distinct sub-discipline in the marketing area.

Consumer behavior is an inter-disciplinary social science that blends elements from psychology, sociology, social anthropology, anthropology, ethnography, marketing and economics, especially behavioral economics. It examines how emotions, attitudes and preferences affect buying behavior. Characteristics of individual consumers such as demographics, personality lifestyles and behavioral variables such as usage rates, usage occasion, loyalty, brand advocacy, willingness to provide referrals, in an attempt to understand people's wants and consumption are all investigated in formal studies of consumer behavior. The study of consumer behavior also investigates the influences, on the consumer, from groups such as family, friends, sports, reference groups, and society in general.

The study of consumer behavior is concerned with all aspects of purchasing behavior – from pre-purchase activities through to post-purchase consumption, evaluation and disposal activities. It is also concerned with all persons involved, either directly or indirectly, in purchasing decisions and consumption activities including brand-influencers and opinion leaders. Research has shown that consumer behavior is difficult to predict, even for experts in the field. However, new research methods such as ethnography and consumer neuroscience are shedding new light on how consumers make decisions.

LITURATURE RIEVIEW

Dharmesh Motwani & Dr .Devandra Shrimali (2014) made an attempt to state the influence of social media marketing in consumer behavior. Through social media brands influence customer choice. Customers influence

other customers. These chains of events affect repurchases, which further affect earnings and long term organizational sustainability. The paper focused on the perception of customers towards social media and its marketing practices.

Ateş Bayazıt Hayta (2013) studied that social media is on the most important tools communication channels. Consumers do access to information about goods and services to be purchased as per need by means of social media to a great extent. Also studied social media which affects our live in recent years that brings a new dimension to Internet and determine the effects of social media networks on purchasing behaviours of consumers.

Priyanka P. (2015) studied that social media can be used for increasing customer loyalty. With the help of continuous customer support services leads to improvement in customer retention. New applications and social platforms will flourish and allow even greater personalization and real-time, location-based engagements in media.

RESEARCH METHODOLOGY

Research Objectives

- To study the concepts social media marketing.
- To study the awareness of social media marketing among customers in Amravati city.
- To study the impact of social media marketing on consumer perception.
- To analyze the influence of social media marketing in purchase decision.

Data Collection

- **Primary Data:** Primary data is collected through questionnaire
- **Secondary data:** Secondary data collected through newspaper, books, and internet etc.

Sampling Procedure

- **Sampling Universe:** The universe selected for the research was Amravati City.
- **Sampling size:** This refers to the number of items to be selected from the universe to constitute a sample. A Random population of 100 was selected.
- **Sampling Technique:** Sampling technique use for the selection of sample is non-probability, 'judgmental sampling technique' Judgment sampling is also called purposive sampling. Under this sampling researcher intentionally or deliberately draws a sample from the population. Needless to mention all members of the population are not given chance to be selected in the sample.

FINDINGS

- Study shows most of respondents use internet more than 3 hrs. a day and they are active social media user.
- It is found that 80% respondents check out the advertisements pop ups which appears on social sites.
- Most of the respondents agreed that they get highly influenced by advertising contents on social media which has an impact on their purchase decision making.

- Most of the respondents said Companies should use online activities in their marketing efforts.
- According to respondents benefits of social media marketing to them are Time saving , information at low cost, Ease of shopping & interactive medium.

CONCLUSIONS

The study concludes that consumers rely upon more than one medium in order to enhance their brand related knowledge. It means that they use the combination of various sources for making final purchase decision. Along with the traditional sources, they heavily rely on modern marketing tool i.e. online advertising. Consumers do require detailed information about the brand so as to evaluate its strengths & weaknesses; this ample amount of information then saves their time by allowing them to make the purchase decision quickly. The study also reveals that main reason for growing importance of online marketing is the increasing literacy about internet among people. They have identified that internet is truly advantageous through which they can serve their various purposes mainly social networking, online shopping & media sharing (photo, music, video). This efficacy of internet has intensified their tendency of being online. Today's consumers strongly feel that every company must use this efficacy to strengthen its marketing efforts. So that they will get motivated to use online marketing with the intent of getting access to exclusive content about the brand and getting discount and sharing their feedback about brand with the advertiser . With the advent of internet technology, consumers' preference towards traditional marketing tools has decreased. Most popular traditional marketing tools are television & print media. The major benefits of online marketing are its capability of interaction between consumers and advertisers followed by availability of wide range of information & ease of shopping. These benefits make online marketing superior than traditional marketing. But at the same time consumers are susceptible about the user-safety side of internet. They feel that online marketing is unsafe as it may lead to increase in frauds & privacy issue.

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